C/150-1

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Aug 28

Thanks, NAB!

The *free television* stations of Hubbard Broadcasting salute the NAB for its leadership on one of the most important issues of our time. Regardless of the exciting new technologies and delivery systems used today, and those that lie on the horizon, free over-the-air advertiser-supported television will always be the foundation of our industry.

KSTP-TV
St. Paul-Minneapolis, MN

KOBF-TV
Farmington, NM

KOBR-TV
Roswell, NM

WTOG-TV
Tampa-St. Petersberg, FL

KOB-TV
Albuquerque, NM

WDIO-TV
Duluth, MN

KSAX-TV
Alexandria, MN

58th Year 1989

CBS takes '94 winter Olympics for $300 million

FCC going all out on indecency

Broadcasting Aug 28

Vol. 117 No. 9

FCC goes after indecency...

FCC initiates actions against three radio stations and their "shock jocks" for airing programing commission finds may be indecent. PAGE 27.

Calling all cops...

MCA revives *Dragnet* and *Adam 12* for its owned station in New York, WWOR-TV. If shows are well received there, plan is to take them into national syndication. PAGE 28.

And then there were four...

New FCC Commissioner Sherrie

L-r: Sherrie Marshall, Patricia Hunter (Marshall aide) and James Quello

Marshall, sworn in last week, is philosophically in tune with new FCC Chairman Alfred Sikes. PAGE 30.

32/ **FILLING MIDDAY**
TV stations, especially NBC's, alter their noon time periods, experimenting with newscasts, softer news and information shows, or various syndicated product.

29/ **GAMES FROM NORWAY**
CBS buys U.S. television and radio rights for 1994 winter Olympics in Lillehammer, Norway, for $300 million.

34/ **CABLE REVIEW**
CTAM panelists address industry issues, including service and programing.

32/ **FOREIGN CORRESPONDENT**
Television coverage of Voyager 2 space probe's visit

to planet Neptune provides dramatic images, such as storm on planet's surface, shown above.

33/ **CUSTOMER SATISFACTION**
Broadcaster George Gillett tells Cable Television Administration and Marketing Society gathering in Chicago that cable needs to get its act together and improve customer service.

38/ **GETTING PRIMED**
Syndicators ready for access shootout as successful returning programers battle against hopeful newcomers.

39/ **STEADY AS THEY GO**
Licensing costs for feature presentations appear to be holding stable in comparison to rising costs of other prime time programing.

47/ **AM ANSWERS?**
According to some, expanding AM band will give all AM stations boost, particularly daytimers. FCC has different idea.

48/ **NPR DEFECTION**
Second show in two weeks leaves National Public Radio for American Public Radio distribution—move that some say signals new competitive environment for public radio programing producers.

50/ **STAR WATCHING**
Executives of newly created Unistar radio programing network explain logic of merger.

51/ **NEXT STEP**
Warner and Time move one step closer to completing merger announced in March.

56/ **CONTROLLING THE VERTICAL**
Burbank, Calif.-based Airtrax battles Nielsen over use of line 22 of TV's vertical blanking interval.

58/ **EASTERN SHOW**
Southern Cable Television Association officials expect nearly 4,000 to attend Eastern Cable Show in Atlanta.

79/ **'LETHAL' WEAPON**
Genesis Entertainment Chairman and CEO Gary Gannaway's business ambitions include making Genesis "most lethal"—read "effective"—TV program marketing company in business.

80/ **NEW LEADER**
Roy Stewart is named chief of FCC Mass Media Bureau.

DEPARTMENTS

Advertisers Index	78
Business	51
Cablecastings	61
Changing Hands	54
Closed Circuit	6
Datebook	22
Editorials	82
Fates & Fortunes	75
Fifth Estater	79
For the Record	61
In Brief	80
Law & Regulation	56
Masthead	24
Media	58
Monday Memo	25
On Radio	47
Open Mike	24
Programing	38
Satellite Footprints	60
Stock Index	46
Syndication Marketplace	42
Where Things Stand	14

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are virtually assured renewal.

In separate proceeding, FCC proposed at Jan. 30 meeting replacing comparative hearings with lottery to choose among competing applicants for new radio and full-power television stations. However, proposal has garnered little support in comments.

Compulsory License

FCC has voted to recommend to Congress that it abolish 13-year-old compulsory copyright license for local as well as distant signals, saying move would benefit consumers, broadcasters and cable programing services.

What Congress will do is unknown. Politics are complicated by fact that some broadcasters want to do away with license for local signals and require cable systems to pay broadcasters. National Association of Broadcasters has formed committee to explore possibility of creating new copyright scheme that includes retransmission fee and carriage requirements for local signals (BROADCASTING, June 19 and 26).

On Jan. 3, House Telecommunications Subcommittee member John Bryant (D-Tex.) reintroduced bill he offered in last Congress (BROADCASTING, April 4, 1988) to condition license on carriage. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) revived measure from last Congress virtually identical to Bryant's bill.

Crossownership

Telco-cable—FCC tentatively voted 2-1 in July 1988 to recommend that Congress lift ban against telephone companies owning cable systems in their telephone service areas. But former FCC Chairman Dennis Patrick, who pushed for recommendation, was unable to affirm vote in final year of chairmanship because FCC Commissioner James Quello, who provided second vote, began having second thoughts.

Commissioner Patricia Diaz Dennis continues to feel ban against telcos controlling programing should be retained, although she believes telcos should be allowed to offer video transmission services as common carriers.

Issue is now in hands of newly constituted commission led by Chairman Alfred Sikes. He says he has open mind on issue. National Telecommunications Information Administration, while under Sikes's direction, recommended telcos be allowed to serve as transporters of others' programing, although not as programers themselves, in telcos' own service areas (BROADCASTING, June 20, 1988).

Senator Al Gore (D-Tenn.) has introduced bill lifting crossownership prohibition, which is contained in Cable Communications Policy Act of 1984; companion measure was offered in House by Rick Boucher (D-Va.).

At present, barriers to Bell Regional Operating Companies crossownership include not only Cable Act but also modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T. NTIA has petitioned FCC to preempt Greene's regulation of BOC's, arguing that judge is hampering their entry into information services, including cable.

Duopoly, one-to-a-market—FCC voted Oct. 27, 1988, to relax duopoly rules to allow closer spacing of commonly owned AM and FM stations, arguing that impact on diversity would be negligible and that it let some broadcasters reap certain economies of scale.

Using same justification, FCC relaxed policy for waivers to one-to-a-market rules Dec. 12, 1988, saying it would look favorably on waiver requests involving top 25 markets with at least 30 broadcast "voices." Thus far, it has granted four waivers.

Broadcast-newspaper—Appropriations bill (H.R. 4782), which was signed into law, includes provision that prevents FCC from reexamining its broadcast-newspaper crossownership rules.

High-Definition TV

Richard Wiley, chairman of FCC's advisory committee on advanced television service (ATS), has announced that he will call meeting of transmission system proponents this fall to set testing schedule. Tests are expected to begin in April 1990 at Advanced Television Test Center (ATTC) facility. Current estimates are that about 12 systems from eight proponents will be tested over course of one year, with final system recommendation to be made to FCC in fall 1991.

Five companies have been chosen to receive portion of $30 million in grants Defense Advanced Research Projects Agency (DARPA) has set aside for research and development of new methods to display and process HDTV pictures. Pentagon hopes program will lead to mass production of low-cost, high-resolution screens for consumer and defense applications. DARPA is expected to soon announce more companies to receive grants. There is also proposal before Congress to allocate additional $50 million to DARPA for HDTV project.

On Sept. 1, 1988, FCC tentatively decided to eliminate from standardization consideration transmission systems with continuous 9 mhz channel, incompatible with NTSC sets. Move eliminates possibility of terrestrial standardization of NHK's MUSE-E system. Commission also decided to restrict any possible additional spectrum for advanced television broadcasting to currently allotted VHF and UHF television spectrum. Use of band above 1 ghz for augmentation channels was ruled out.

International

New European transfrontier broadcast law

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING

SERVICE	ON AIR	CPs*	TOTAL*
Commercial AM	4,957	261	5,218
Commercial FM	4,210	753	4,963
Educational FM	1,398	252	1,650
FM translators	1,769	318	2,087
Commercial VHF TV	547	23	570
Commercial UHF TV	527	213	740
Educational VHF TV	122	5	127
Educational UHF TV	218	26	244
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
VHF translators	2,722	121	2,843
UHF translators	2,133	443	2,576

CABLE†

Total subscribers	50,897,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	56.4%
Pay cable penetration	29.4%

* Includes all air licensees. † Penetration percentages are of TV household universe of 90.4 million. * Construction permit. * Instructional TV fixed service. * Studio-transmitter link.

Electronic Media Explosion." Geneva Exhibition and Congress Center, Geneva. Information: 31 (2968) 6226.

■ **Oct. 4**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Chloe Aaron, VP-television, WNYC Communications Group. Copacabana, New York. Information: (212) 768-7050.

Oct. 4-6—*National Broadcast Association for Community Affairs* annual convention. Eldorado hotel, Santa Fe, N.M. Information: (505) 764-2592.

Open Mike

AM: attitude modification

EDITOR: Judging from recent articles and letters in BROADCASTING concerning AM's, I feel an adjustment of the AM mental set is in order. AM's can and are doing well. During the past two years, I have closed four standalone, suburban AM sales in the Houston ("Houston?" you say!) market. "How?" you say. Because, to paraphrase Stan Raymond, quoted in your Aug. 7 issue: "The buyers found their niche." In a market served by 49 stations, these four AM's experienced and benefited from "attitude modification" through more creative programing.

I concur that AM technical improvements will be a boost, but all the bells and whistles imaginable will fall short unless and until we all realize that AM radio plays a strong, viable role in the future of the Fifth Estate.—*John W. Saunders, John W. Saunders Mergers & Acquisitions, Houston.*

Grammatical error

EDITOR: You went overboard in your Aug. 14 editorial when you offered "73's" to new FCC Chairman Al Sikes. That translates to "Best regardses" since the expression is already plural.

If you want to greet Ms. Marshall in similar fashion, stick with "88."—*Perry Williams, WIUED, Washington coordinator, American Radio Relay League, Newington, Conn.*

Call for reregulation

EDITOR: My friend Sol Schildhause poses the question in his Aug. 7 "Monday Memo": "Who's around to care about whether the consumer would be served by open and honest competition in the cable business?" The question presupposes that "open and honest competition" exists in the communications industry whereas, in fact, effective competition does not and will not exist absent revitalized antitrust enforcement. So to whom can the consumer look for protection? Certainly not to a regulatory agency dedicated to deregulation.

The answer is abundantly clear: Only reregulation will protect the consumer, whether the consumer is a cable subscriber, a television viewer or a radio listener. But reregulation will be meaningless unless it entails a strong legislative mandate, implemented by agency regulations and procedures and vigorous enforcement which will truly serve the consumer.

Legislators must rise to their oversight responsibility and recognize the imperative need for communications reregulation. This means that legislative action be taken to insure the protection of the consumer. Only then will the public interest standard enunciated in the Communications Act have meaning.—*Reuben Lozner, Chevy Chase, Md.*

Shortwave suggestion

EDITOR: Congressman Matthew Rinaldo's introduction of H.R. 1136, the Broadcast Radio Quality Improvements Act of 1989, with its counterpart in the Senate under Senator Robert Packwood's able wing, is a breath of fresh air for the crippled AM radio industry in the U.S.

The visionary bill among other things helps insure parity by "outlawing" FM-only radios, or FM stereo and AM mono on the same chassis. Another important element that should be added to H.R. 1136 is continuous coverage reception of the AM international broadcast bands. [They could be] easily included through digital phase-locked loop and direct access tuning and give AM complete parity.

The ability to receive diverse and expanding international AM broadcast services will enable listeners to hear news and information and cultural broadcasts from around the globe. This enhancement will create more interest and usage of the AM band.

Congress's next move should be to unfreeze and permit the use of low-power, fixed frequency (1-10 kw), high frequency AM usage for domestic broadcasts to local operators, permitting AM or FM stations a relay, or standalone stations, which would increase their local service areas and provide the inducement of listeners [in a community], U.S. and maybe globally, the fun of trying to "DX" or log these broadcast stations from afar.

These stations could be beacons of good will presenting local information attractive to many interests. Thus we have a true cost-effective replacement for the clear channel AM stations that catapulted the broadcast industry into prominence and have recently become endangered and obliterated.

Please write your senator and congressmen today and give input on one of the most important pieces of legislation to affect the broadcast industry since 1934.—*Dickson Norman, chairman and chief executive officer, NDXE Global Radio, Opelika, Ala.*

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age, Faulstich noted Walter Matthau's return to television for the first time in 25 years with *Incident at Lincoln Bluff, No Place Like Home* (starring Jeff Daniels and Christine Lahti), dealing with the "plight of the homeless," and *So Proudly We Hail*, examining the neo-Nazi movement in America today. Another high on Faulstich's list is *Pied Piper*, which features Peter O'Toole and Mare Winningham in a World War II story about an Englishman who escorts a band of children out of war-torn France.

Masucci counted 45 made-fors (including five two-hour pilots) on NBC's new season calendar, some nine more than last season. Two of the presentations are foreign co-productions, *Ernest Hemingway's The Old Man and The Sea* (a joint venture between Green Pond Productions and Yorkshire Television of England) and *A Connecticut Yankee in King Arthur's Court* (a SchaeferKarpf Production in association with Britain's Consolidated Entertainment). All features will be two hours long.

Among features topping Masucci's list: *Murder in Mississippi* (starring Tom Hulce and Blair Underwood), about the relationship between white volunteer Mickey Schwerner and black civil rights activist James Chaney, two of the three civil rights activists murdered in 1964. *Last Flight Out* deals with the true story of seven Americans involved in the rescue of 500 civilians escaping Saigon at the end of the Vietnam War; *The Odd Couple*, which reunites former TV series stars Jack Klugman and Tony Randall; *Howard Beach: Making the Case for Murder*, which is about Joe Hynes, the Howard Beach, N.Y., special prosecutor who investigated the high-profile death of a black man in the mostly white, blue-collar community, and *The Dreamer of Oz: The L. Frank Baum Story*, a biographical look at the author of "The Wizard of Oz" and the personal experiences that led him to create the classic characters. —MF

Back to school

The Satellite Educational Resources Consortium (SERC) will launch its direct-to-school satellite educational programing service on Sept. 5. The consortium of state public broadcasting organizations will deliver 1,900 hours of satellite instruction to 19 states and four cities through the federally funded Star Schools program, a program not provided with continuing funds in the House version of 1992 federal appropriations. The curriculum includes probability and statistics, physics and Japanese. According to the Corporation for Public Broadcasting, public TV is spending more than $9 million on education in 1989, including the 1,900 SERC hours and, additionally, approximately 1,300 hours of in-school programing distributed via satellite to more than 23 million students in 42 states.

NBC wins week 48; Big Three deliver 28.2 million households

For week 48 (ended Aug. 20), NBC took the prime time week with a 12.0 rating and a 22.5 share. CBS and ABC tied for second place, scoring a 9.6/18 and a 9.6/18.2 respectively. CBS finished first in evening news with an 8.7/19 over both ABC's and NBC's 8.4/19. NBC won Monday, Wednesday, Thursday and Saturday. ABC won Tuesday and Friday. CBS won Sunday. NBC finished first in three key demographic groups: households, with a 10.2 rating over ABC's and CBS's 9.6; viewers 2-plus, with a 7.4 over ABC's 6.0 and CBS's 5.7, and women 18-49, with a 7.8 over ABC's 6.2 and CBS's 5.4. ABC came in first with men 18-49, scoring a 5.6 over NBC's 5.4 and CBS's 4.0.

While the top-rated show for TV households was NBC's *Cheers* (18.8 rating), for viewers 2-plus the top spot belonged to ABC's *Roseanne*, which scored a 12.0 rating. Women 18-49 put *Roseanne* on top with a 16.3. Men 18-49 gave the program first place with an 11.0.

■ In other ratings time periods, ABC's *Good Morning America* and NBC's *Today Show* tied for first place in early morning, each posting a 3.6/19. CBS's *This Morning* had a 1.9/10. For Saturday morning children's programing, ABC was first with a 3.6/16, while NBC had a 2.9/13 and CBS had a 2.6/12. NBC's *Tonight Show* pulled a 6.1/18 during late night, outpacing ABC's *Nightline* (3.9/11) and CBS's *Pat Sajak Show* (3.5/11). For early morning news, NBC's *News at Sunrise* came in first with a 1.7/22 while ABC's *World News This Morning* was second with 1.6/20.

■ In the Arbitron metered markets, *Roseanne* took first place in New York, Houston, Miami, Detroit and Boston. NBC's *Cheers* took Atlanta, Cleveland, L.A. and San Francisco. In the remaining five markets, CBS's Broncos-49ers preseason game took the top spot in Denver. The Cowboys-Raiders preseason game, shown on NBC, won out in Dallas. In Chicago, the Bears-Dolphins game on ABC came in first. In Philadelphia, ABC's *Who's the Boss?* claimed the prize. In Washington NBC's *Cosby Show* finished out on top.

Nielsen		Net		Show
1.	18.8/34	N		Cheers
2.	18.7/31	A		Roseanne
3.	16.8/28	N		Golden Girls, special
4.	16.6/29	A		Wonder Years
5.	16.3/29	N		FM preview
6.	15.8/30	N		Different World
7.	15.5/32	N		Cosby Show
8.	15.2/29	A		Who's the Boss?
9.	14.5/29	N		Empty Nest
10.	14.4/24	A		Anything but Love
11.	14.2/28	N		Golden Girls
11.	14.2/25	N		Night Court
13.	14.1/26	C		Murder, She Wrote
14.	14.0/23	N		Knight and Daye Special
15.	13.8/30	C		60 Minutes
15.	13.8/27	N		Unsolved Mysteries
15.	13.8/25	N		News Special: Gangs, Cops, part 1
18.	13.6/23	N		Empty Nest special
19.	13.1/23	N		NBC Sunday Movie
20.	13.0/22	C		CBS Monday Movie
21.	12.9/24	N		L.A. Law
22.	12.8/27	A		Mr. Belvedere
22.	12.8/22	N		Hogan Family
24.	12.6/28	A		Full House
24.	12.6/25	A		Just the Ten of Us
24.	12.6/22	N		Matlock
27.	12.5/23	N		ALF
28.	12.4/25	A		20/20
29.	12.3/25	A		Perfect Strangers
29.	12.3/23	N		News Special: Gangs, Cops, part 2
31.	12.1/21	N		Nikki and Alexander
32.	11.7/21	C		Jake and the Fatman
33.	11.6/24	N		Hunter
34.	11.5/21	N		Baby Boom, special
35.	11.4/20	C		CBS Tuesday Movie
35.	11.4/20	C		Designing Women
37.	11.2/19	C		CBS Sunday Movie
38.	11.1/22	A		Growing Pains
38.	11.1/20	A		NFL Preseason Football
40.	11.0/21	A		Head of the Class
41.	10.5/19	A		ABC Sunday Movie
42.	10.4/19	C		People Magazine on TV
43.	9.9/18	C		Kate and Allie
44.	9.3/19	N		13 East
44.	9.3/17	A		Primetime Live
44.	9.3/16	F		Married...With Children, special
47.	8.9/16	N		Saved by the Bell: preview
48.	8.8/17	F		America's Most Wanted
48.	8.8/16	A		thirtysomething
50.	8.7/17	C		48 Hours
51.	8.4/16	N		Family Ties
52.	8.2/18	N		Amen
53.	8.1/16	N		NBC Friday Movie
54.	7.8/15	C		Best of Knots Landing
55.	7.6/16	A		NFL Preseason Football
55.	7.6/14	A		Mission: Impossible
57.	7.3/15	A		ABC Mystery Movie
57.	7.3/14	A		China Beach
57.	7.3/14	C		Smothers Brothers, Fun and Games
60.	7.2/13	C		Equalizer
61.	7.0/15	N		Father Dowling, special
62.	6.9/12	A		Hooperman
63.	6.8/14	C		CBS Friday Movie
63.	6.8/12	A		Coach
65.	6.5/14	N		Magical World of Disney
66.	6.4/13	A		Man Called Hawk
67.	6.2/13	F		Cops
68.	6.0/13	C		Paradise
68.	6.0/11	C		CBS Summer Playhouse
70.	5.7/10	A		MacGyver
71.	5.4/9	F		Duet
72.	5.3/11	A		ABC Family Classic, special
73.	5.2/11	F		Reporters
74.	5.1/11	F		21 Jump Street
75.	4.9/10	A		Trans-Antartica International Exp.
76.	3.8/7	F		Tracey Ullman Backstage
77.	3.0/6	F		Beyond Tomorrow

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Syndication Scorecard *

(Week ending Aug 13)

1.	11.8 Wheel of Fortune, synd.	225	98
2.	10.5 Jeopardy!	213	99
3.	8.9 Cosby Show	198	98
4.	8.7 Star Trek	230	97
5.	7.6 Wheel of Fortune, wknd.	205	91
6.	7.5 Oprah Winfrey Show	212	98
7.	7.1 Current Affair	148	91
8.	6.6 Entertainment Tonight	172	95
9.	5.9 Geraldo	200	98
10.	5.4 Donahue	227	99
11.	5.2 Mama's Family, synd.	182	93
11.	5.2 Star Search	143	94
13.	5.1 People's Court	190	95
14.	4.7 Family Feud, synd.	131	87
15.	4.5 Charles in Charge, synd.	127	92

The following programs are included, but not ranked:

10.5 National Baseball Network	96	89
5.9 Wrestling Network	158	91
10.9 World Wrestling Fed.	252	97